



PRESENTED BY

HAWAII
TOURISM AUTHORITY

In 1990, the Hawaii Visitors and Convention Bureau (HVCB) created a program, initially funded by the Hawaii State Department of Business, Economic Development and Tourism (DBED&T), with the sole purpose of recognizing individuals, organizations and companies for their efforts in maintaining and preserving our unique Hawaiian culture while at the same time sharing the *aloha* spirit.

In this, its 14th year of existence, the *Keep It Hawaii Recognition Awards* program is now under the management of the Hawaii Tourism Authority. With this change comes a program transformation including refinements to the criteria, categories and standards; and nomination, judging and awards processes. With the completion of the "Hawaii Tourism Strategic Plan: 2005-2015" (TSP), comes renewed emphasis on the need to address the Hawaiian culture. The TSP provides a long-range goal and objectives relating to the Hawaiian culture and Hawaii's visitor industry. Following these efforts of the TSP and getting back to the original concept of the *Keep It Hawaii Recognition Awards*, the award will honor organizations, businesses, and individuals for:

- Demonstrated commitment to "honor and perpetuate the Hawaiian culture and community" by:
 - Strengthening the relationship between the visitor industry and the Hawaiian community;
 - Striving to nurture (*mālama*) the Hawaiian culture by creating visitor experiences, activities and marketing programs that are respectful and accurate; and/or
 - Supporting Hawaiian programs and cultural practitioners, craftsmen, musicians and other artists to preserve and perpetuate Hawaiian culture.
- Creative and responsible efforts to showcase the native Hawaiian culture, presenting or providing visitors and residents with opportunities to experience the true culture.

WHO MAKES THE DECISIONS

The Hawaii Tourism Authority's (HTA) Hawaiian Cultural Program Advisory Council (HCPAC) will form the committee to review nominations and entries and select awardees. The HCPAC is comprised of members of the Hawaiian community and visitor industry, with at least one representative from each county.

The HTA and HCPAC reserve the right to not select an awardee for a category or county if applicants do not meet the required criteria and objectives of the program.

NOMINATION/APPLICATION PACKAGE

All entries must include two (2) complete sets of the following:

- A fully completed and signed nomination/application form (original and one copy);
- A summary description of the project, program or person according to the outline below;
- A letter of reference and authentication as described below; and
- Supporting photographs, video or other documentation of the program. Materials submitted, by winning entries, may be used in awards and other presentations and publicity. Please note that submitted materials will not be returned.

Entry materials are non-returnable. Please do not submit original materials with your entries.

Summary Description Outline (maximum four pages total)

1. **DESCRIPTION OF BUSINESS, ORGANIZATION OR INDIVIDUAL:** Provide a brief history of the establishment and development (of the business or organization), and accomplishments of the business, organization or individual.
2. **QUALIFICATIONS AND EXPERTISE:** Describe the qualifications and expertise of the individual(s) responsible for implementing the project.
3. **DESCRIPTION OF PROJECT/PROGRAM:** Provide an overview of the program including specific details on how the program/project helps to *keep it Hawaii*.

Letter of Reference and Authentication

A written and signed letter of reference from a third party deemed qualified in native Hawaiian culture or history must be submitted verifying that the program or project nominated represents an authentic native Hawaiian experience.

Incomplete nomination/application packets may be disqualified from consideration.

DEADLINE

There is no charge to submit nominations or entries. However, all entries for the 2005 *Keep It Hawaii Recognition Awards* must be postmarked no later than Wednesday, June 15, 2005 or received in the Hawaii Tourism Authority offices by 4:30 pm on Friday, June 17, 2005. No exceptions will be made.

Submit completed nominations or applications to:

Hawaii Tourism Authority
Hawaii Convention Center, Floor 1
1801 Kalakaua Avenue
Honolulu, HI 96815

Please pay special attention to the changes in this year's program as opposed to previous year programs. If you have any questions, contact the program coordinator Martin Schiller, The Schiller Agency at (808) 227-6002 or (808) 539-5720 or e-mail: mschiller@tsg-hawaii.com

GUIDELINES

CRITERIA

Selection of *Keep It Hawaii Recognition Awards* recipients will be guided by the following criteria:

Authenticity: 25%

Does the nominee offer an authentic portrayal of an aspect of the Hawaiian culture? Include a letter of reference as specified in the entry guidelines verifying this authenticity.

Usage: 20%

Is the culture used in an appropriate context? Is it respectfully portrayed? Does it preserve the Hawaiian culture in an appropriate Hawaiian context?

Uniqueness: 20%

Does the nominee provide or represent an activity, program or characteristic(s) distinctive or exclusive to Hawaii? Does it somehow enhance Hawaii's value as a visitor destination and a place to live?

Educational Value: 15%

Does the nominee offer opportunities for residents and visitors to learn more about the Hawaiian culture, to become more educated and more informed?

Longevity: 10%

The length of time the program has been in existence in similar form.

Commitment: 10%

The extent to which plans include measures to ensure the program continues into the future.

AWARDS PROGRAM

Unlike previous years, selected programs will not be announced at an awards luncheon. Instead, plans call for a formal press conference followed by an awards reception.

Nominations and applications may be made in the following categories:

- Business
- Community Organization
- Individual

And the following geographic areas:

- City & County of Honolulu
- County of Hawaii
- County of Kauai
- County of Maui

The possible awards include:

Certificate of Merit: Available in business, organization and individual categories across the State for entries that exhibit the characteristics desired but are not selected for Koa or Kahili Awards.

Kahili Award: Recipients may be selected for this award in each category per County (i.e. City & County of Honolulu, County of Hawaii, County of Kauai and County of Maui) which best exemplify the criteria and goals for the *Keep It Hawaii Recognition Awards*.

Koa Award: Only one recipient from all entries may be selected for this award signifying a long-term and exemplary commitment to perpetuating and preserving Hawaii's host culture for residents and visitors alike.

Awardees are expected to serve as role models for the community and visitor industry as to appropriate ways of recognizing and perpetuating the native Hawaiian culture as it relates to Hawaii's visitor industry. It is hoped that awardees will use these awards to further their work in perpetuating the Hawaiian culture and to encourage others to also participate in keeping Hawaii, Hawaii.

NOMINATION/APPLICATION PROCESS

Anyone can submit a nomination or entry and any organization, business, or individual is eligible to receive the award.

Proposals will be reviewed and awardees selected in early July, 2005 with award announcements to be made in mid July, 2005.

2005 Keep It Hawaii Recognition Awards Nomination/Application Form

Check the appropriate category and County for which you are applying:

CATEGORY:

- ☐ Business
☐ Community Organization
☐ Individual

COUNTY:

- ☐ City & County of Honolulu
☐ County of Hawaii
☐ County of Kauai
☐ County of Maui

Project/Program Title: _____

Project/Program Manager:

Name: _____ Title: _____

Organization/Business: _____

Address: _____

City: _____ State: _____ Zipcode: _____

Phone: _____ Fax: _____ e-mail: _____

Nomination/Application Submitted by:

Name: _____ Title: _____

Organization/Business: _____

Address: _____

City: _____ State: _____ Zipcode: _____

Phone: _____ Fax: _____ e-mail: _____

Briefly describe, within 250 words or less, the relevant accomplishments of the project, program, or person. Use additional paper if needed.

Below is a checklist of items to be included with all submissions:

1. Summary Description Outline (maximum four pages total) for:
Description of Business, Organization or Individual
Qualifications and Expertise
Description of Project/Program
2. Letter of Reference and Authentication
3. Supporting Photographs, Video or other Documentation of the Program